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DIXIE
QUEEN

A
Remarkable
New
Watermelon

See description on
page 3

Wholesale
Only

1935

Superior
WATERMELON SEED

H. M. TAYLOR SEEDSMAN, INC.
Contract Seed Grower
QUINCY • FLORIDA

Wholesale
Only

1935

To the SEED Trade:

IN keeping with a custom of many years, after the annual labors of seed time and harvest, we are sending you a few words of greeting.

To those dealers who have favored us with their patronage we wish to express our hearty appreciation. To those whom we have not served, we wish to address fitting words to arouse their interest in our work, and to request their consideration when making contracts for next season's melon-seed requirements.

"It is the policy of H. M. Taylor, Seedsman, Inc., to produce the best Watermelon Seed it is possible to grow, regardless of cost."

This is a quotation from one of our publications issued some years ago. We do not believe any statement we could make today would be more impressive than this, and we again pledge ourselves to conscientious adherence to this policy.

The cost of seed is the smallest item of expense entering into the production of any staple crop. The difference in cost between the best seed and poor seed is insignificant, but the difference in yield and quality of product is the difference between success and failure.

A seedsman's responsibility to his customers and his country is a grave and sacred one. The distribution of poor seed is an economic wrong.

Yields of most seed crops are very short this season throughout the country,

and short deliveries are the rule rather than the exception. While dealers suffer to some extent, the heaviest loss is on the grower.

Because of this shortage, much poor seed has found a market, and is being distributed to the injury of honest growers and dealers.

We invite the closest inspection of our methods of producing and handling seed, and of our breeding-grounds, where superior strains of all the more important varieties are developed, and where our stock seed for commercial plantings is produced.

The production of good seed is perhaps the most hazardous of undertakings. Inclemencies of weather, insect enemies, fungus diseases, and many other factors must be taken into account.

Our production plans for 1935 have been completed, and an increased acreage of fresh land has been broken. Naturally, our production costs have increased, like those of all other lines of business. However, by reason of the enormous quantity of seed handled and large volume of business transacted, we are able to operate on a very small margin of profit. This is distinctly to your advantage, and discriminating buyers will find our prices as satisfactory as our seeds.

Our Contract Price-List for 1935 will be ready in a few weeks. If a copy does not reach you, please write us.

DIXIE QUEEN

A Remarkable New Watermelon

OF all the Watermelons that we have seen during our long experience as seedsmen we have found none that equals Dixie Queen. It seems to have all the good qualities demanded by commercial growers, and is well adapted to the smaller home-garden. There are five prize requisites required to put a Watermelon in the profit-making class: First, the size; second, the color; third, the flavor; fourth, the shipping qualities; fifth, yield.

Dixie Queen has these five qualities

The size is not unduly large, yet under proper methods of culture, melons weighing 50 pounds or more are not unusual. This characteristic makes Dixie Queen a good selling melon.

Its flesh is a mighty attractive color—rich, bright red that is most appealing. It is solid, with very few seeds. The outer skin is light green, striped and

blotched with dark green, rather tough, and does not bruise easily.

The flesh is pleasingly sweet, with just the flavor that appeals to every judge of good melons. Dixie Queen has a thin rind, which means little waste.

A good shipping melon because of the texture of the skin and the strength of the rind, and it will travel to distant markets and arrive in perfect condition.

Dixie Queen produces strong, sturdy vines that carry a large number of melons. In fact, it will outyield most other varieties grown for market or home-use.

The illustration on the first page of this folder is an excellent representation of Dixie Queen. We believe that it is a variety of outstanding merit and destined to become one of the most popular Watermelons for market growers and the home gardener.

H. M. TAYLOR *Seedsmen, Inc.*

Warehouses: LLOYD and QUINCY, FLORIDA

Office: QUINCY, FLORIDA

THE picture at the right shows our general storage and shipping department. A five-car loading-track runs on the north side of the warehouse. By special arrangement with the Railroad Company shipments are accepted and bills of lading issued to us in our own shipping office. This is a distinct advantage to our customers, as it speeds up our service to purchasers.



PARTIAL VIEW OF SHIPPING ROOM IN OUR QUINCY WAREHOUSE



DRYER IN OPERATION

MELON-FIELDS must be sprayed to guard against fungus and bacterial diseases. The use of sterilized stock seed, with modern spraying methods, makes our Watermelon seed free from noxious germs.

**H. M. TAYLOR
SEEDSMAN, Inc.
QUINCY - FLORIDA**



SPRAYING YOUNG MELON VINES